CLAIM AMENDMENTS

Claims 1-43   (Canceled)

44.   (New) A method comprising:

receiving content and one or more advertisements on a content receiver;

storing the content and advertisement in an encrypted cache; and

selecting an advertisement to interrupt the use of content, said selecting based on a content characteristic specified by an advertisement provider.

45.   (New) The method of claim 44 wherein selecting an advertisement includes selecting based on a content suitability characteristic specified by the advertisement provider.

46.   (New) The method of claim 45 including comparing the content suitability characteristic specified by an advertisement provider to a rating assigned to the content currently in use, said rating to quantify the suitability of at least one content aspect.

47.   (New) The method of claim 44 wherein selecting an advertisement includes selecting an advertisement based on a content type specified by the advertisement provider.

48.   (New) The method of claim 47 including accessing an indicia that identifies the content type.

49.   (New) The method of claim 48 including searching keywords that identify the content type.

50.   (New) The method of claim 44 including storing a variety of content types and allowing any one of the content types to be selected for play at any time.

51.   (New) The method of claim 44 including receiving interruption instruction at a program guide and forwarding the interruption instructions to a shell, said shell monitoring for criteria that determines when content is able to be interrupted.

52.   (New) The method of claim 51 wherein receiving interruption instructions includes receiving interruption instructions over a back channel.

53.   (New) The method of claim 44 including receiving storing instructions that, if executed enable distributing a particular content item to a variety of locations on said encrypted cache.

54.   (New) An article comprising a machine-readable storage medium containing instructions that, if executed enable a system to:

　　　　　receive content and one or more advertisements on a content receiver;

　　　　　store the content and advertisement in an encrypted cache; and

　　　　　select an advertisement to interrupt the use of content, said selection based on a content characteristic specified by an advertisement provider.

55.   (New) The article of claim 54 further comprising instructions, that if executed enable the system to select based on a content suitability characteristic specified by the advertisement provider.

56.   (New) The article of claim 55 further comprising instructions, that if executed enable the system to compare the content suitability characteristic specified by an advertisement provider to a rating assigned to the content currently in use, said rating to quantify the suitability of at least one content aspect.

57.　(New) The article of claim 54 further comprising instructions, that if executed enable the system to select an advertisement based on a content type specified by the advertisement provider.

58.　(New) The article of claim 54 further comprising instructions, that if executed enable the system to access an indicia that identifies the content type.

59.　(New) The article of claim 58 further comprising instructions, that if executed enable the system to search for keywords that identify the content type.

60.　(New) The article of claim 54 further comprising instructions, that if executed enable the system to store a variety of content types and allow any one of the content types to be selected for play at any time.

61.　(New) The article of claim 54 further comprising instructions, that if executed enable the system to monitor for criteria that determines when content is able to be interrupted.

62.　(New) The article of claim 61 further comprising instructions, that if executed enable the system to receive interruption instructions over a back channel.

63.　(New) The article of claim 54 further comprising instructions, that if executed enable the system to distribute a particular content item to a variety of locations on said encrypted cache.

64.　(New) A system comprising:

a receiver to receive the transmission of content and one or more advertisements, said receiver including a shell;

an encrypted cache coupled to said receiver; and

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said shell coupled to said cache to allow use of content and automatically select an advertisement to interrupt the use of content, said selection based on a content characteristic specified by an advertisement provider.

65.   (New) The system of claim 64 wherein said system is a television receiver.

66.   (New) The system of claim 64 coupled to a back channel to receive instructions about when to replace the content with the selected advertisement.

67.   (New) The system of claim 64 including a device that parses content from instructions for replacing content with a selected advertisement.

68.   (New) The system of claim 67 wherein said device also parses instructions for how to store the content and advertisements.

69.   (New) The system of claim 64 including content guide software that receives interruption instructions for interrupting content and replacing content with an advertisement.

70.   (New) The system of claim 64 wherein said shell selects an advertisement based on a content suitability characteristic that is specified by an advertisement provider.

71.   (New) The system of claim 70 wherein said shell selects an advertisement based on a content type that is specified by the advertisement provider.